

# Create Every Opportunity

Bringing Entrepreneurship and Financial  
Literacy Education to High Schools

[www.createeveryopportunity.org](http://www.createeveryopportunity.org)



# Message From The Founder

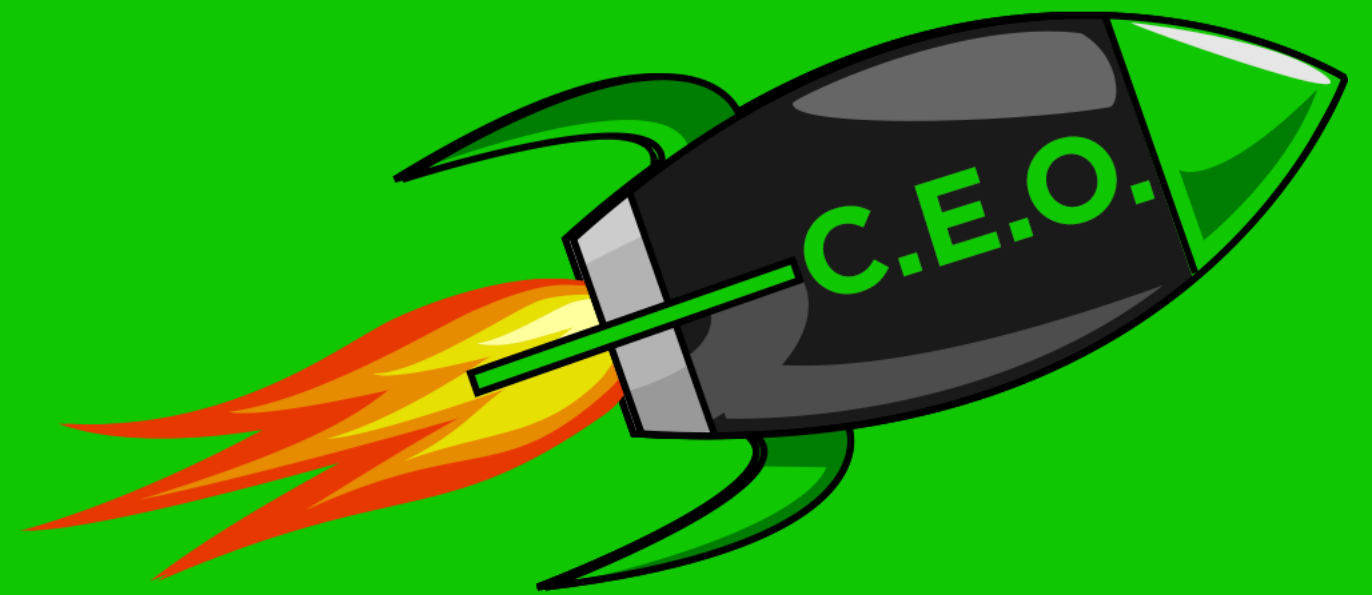
Why didn't they teach me this in school?

That's something I said a lot as a founder - working on my first venture, learning how to operate a business on my own.

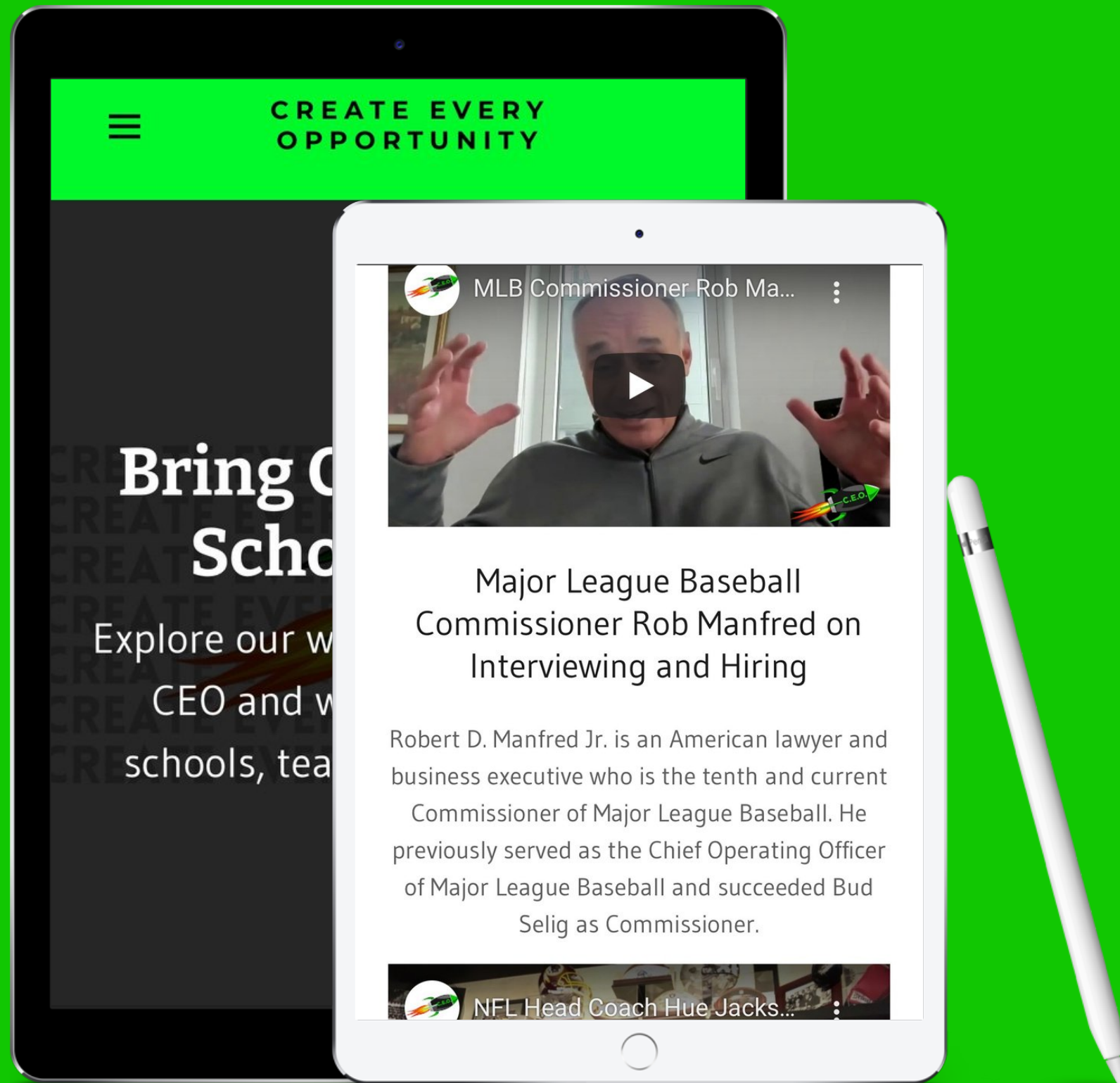
I realized how much easier it would have been if I received more business education before I left high school.

That's what we set out to change at Create Every Opportunity!

Zachary Sarf - Founder at Create Every Opportunity



# Introduction to The CEO Program



Most schools don't offer financial literacy or business training in their curriculum and only a few state school systems have any financial literacy requirements at all.

Through The CEO Program, we've developed our learning modules by looking at the shared topics amount every states business education program and by working with acclaimed business experts to build our curriculum.

We've partnered with over 40 industry leaders spanning different areas like Erika Nardini of Barstool Sports, Rob Manfred of Major League Baseball and Billinaire Entrepreneur John Catsimatidis.

The CEO Program is hosted in the cloud and our schools are given a link to access all of our resources digitally. We work with individual districts and government officials to bring The CEO Program to high schools.

At Create Every Opportunity, we are dedicated to bringing topics like entrepreneurship, financial literacy and common sense thinking to high schools nationwide!





# THE CEO PROGRAM INCLUDES

- Custom CEO Curriculum made specifically for school instruction or after school program
- Access to CEO Events, Conferences and Competitions for Students
- Access Scholarships and Grants for Schools and Students
- Access to new CEO lessons and content
- Access to Hybrid/Remote Learning Options with CEO Connect and CEO Uncovered
- Access to Post Graduation Resources for Students
- Access to Live and Pre-Recorded Q and A's with CEO Industry Leaders
- Access to Student Internship Opportunities
- Access Mental Health Counseling and Business Mentors
- Access to Personal CEO Team Concierge
- Access to Request Forum
- Access and Discounts to Education Tools from Partners

# The CEO Program Options



## ELECTIVE COURSE

Integrate The CEO Program as an elective course or allow it to strengthen your current business curriculum. According to a Champlain College national report card on financial literacy, 27 states received a grade of “C” or lower. And while students do learn math in school, the majority of schools are not required to teach finance-related curriculum.



## AFTER SCHOOL PROGRAM AND CLUB

Implement The CEO Program as an after school activity for students in your school. The business world has changed more in the last 10 years than in the previous 40. You should be learning from those who’ve been there, done that. Experience beats theory every time - knowing how to put theory into practice is what sets people apart and that’s where CEO comes in.





# Crafted Lessons from Industry Leaders Across Every Field

We take pride in the excellence of our learning programs. CEO boasts of colors that exude success with our well-crafted lessons provided by known industry leaders worldwide. We provide teachers with the best resources possible to teach students about entrepreneurship and financial literacy skills.

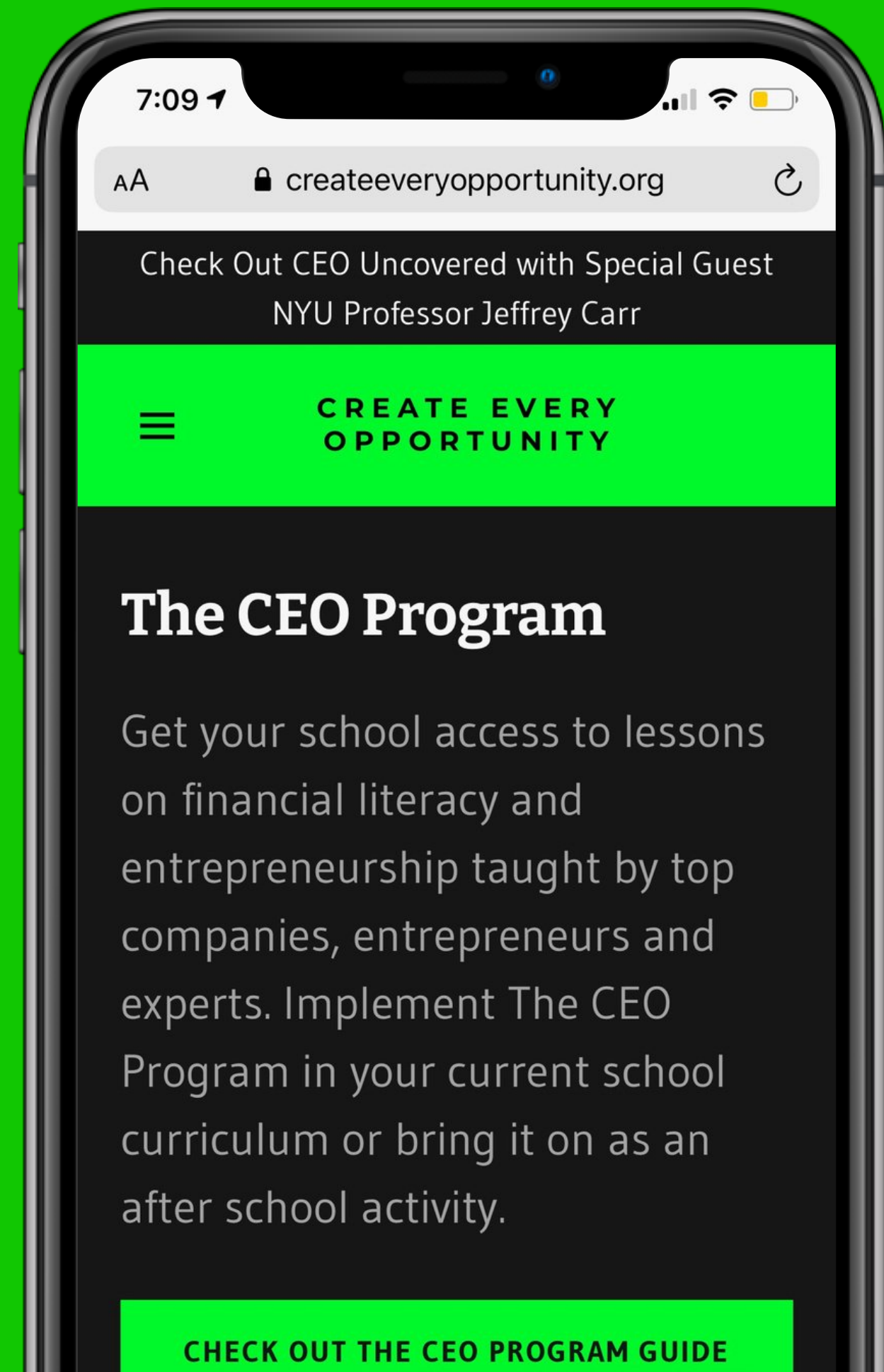
Barstool Sports CEO Erika Nardini, Billionaire John Catsimitidis, CWHL Commissioner Brenda Address, Shark Tank Entrepreneur Sabin Lomac, Marketing Specialist David Aaker, Market Service CEO Larry Sarf, Girl Scouts CEO Sylvia Acevedo, MLB Commissioner Rob Manfred, NYU Professor Jeffrey Carr, Miami Mayor Francis Suarez, Mindset Expert Nancy Feinstein, Apple and Canva Executive Guy Kawasaki, Craigslist Founder Craig Newmark, Real Estate Mogul Leonard Steinberg, Boost Mobile CEO Stephen Stokols, Shark Tank Judges (announcing in September 2021), AUSTRADE Executive Jessica Richmond, NFL Head Coach Hue Jackson, Bestselling Author Jay Samit, NWAB President Jen Earle, AT&T CEO John Donovan, GaryVee Executive Creative Director David Rock, and other industry experts across every sector.





# EVENTS, CONFERENCES AND COMPETITIONS

CEO operates a nonprofit organization that holds numerous competitions and events every year that provide grant money to schools and individual students' businesses. CEO supports competition, allowing our members to compete in numerous events and conferences that make them apply skills learned in the CEO program and support entrepreneurship and financial literacy skills.



# CEO CONNECT

CEO Members are granted online access to CEO Connect, which provides an online platform with a variety of resources. Students can start banking on their business ideas with CEO's support - connecting with mentors and other experts in the field - they can use our extensive network of well-known business owners and industry leaders. For students to understand how to start with their business ventures, they can schedule counseling sessions with our in-house entrepreneurial specialists. Furthermore, CEO helps students seek grants, investments, internships, scholarships, and so much more! CEO Connect also allows members to brainstorm and chat with other CEO members and CEO schools about different business ideas, ventures and support each other by providing feedback. CEO Connect also gives members access to our new weekly podcast, CEO Uncovered. Members can also make request directly to the CEO team - requesting a specific lesson or a person to make a video for The CEO Program. CEO Connect allows members to get the most out of The CEO Program!





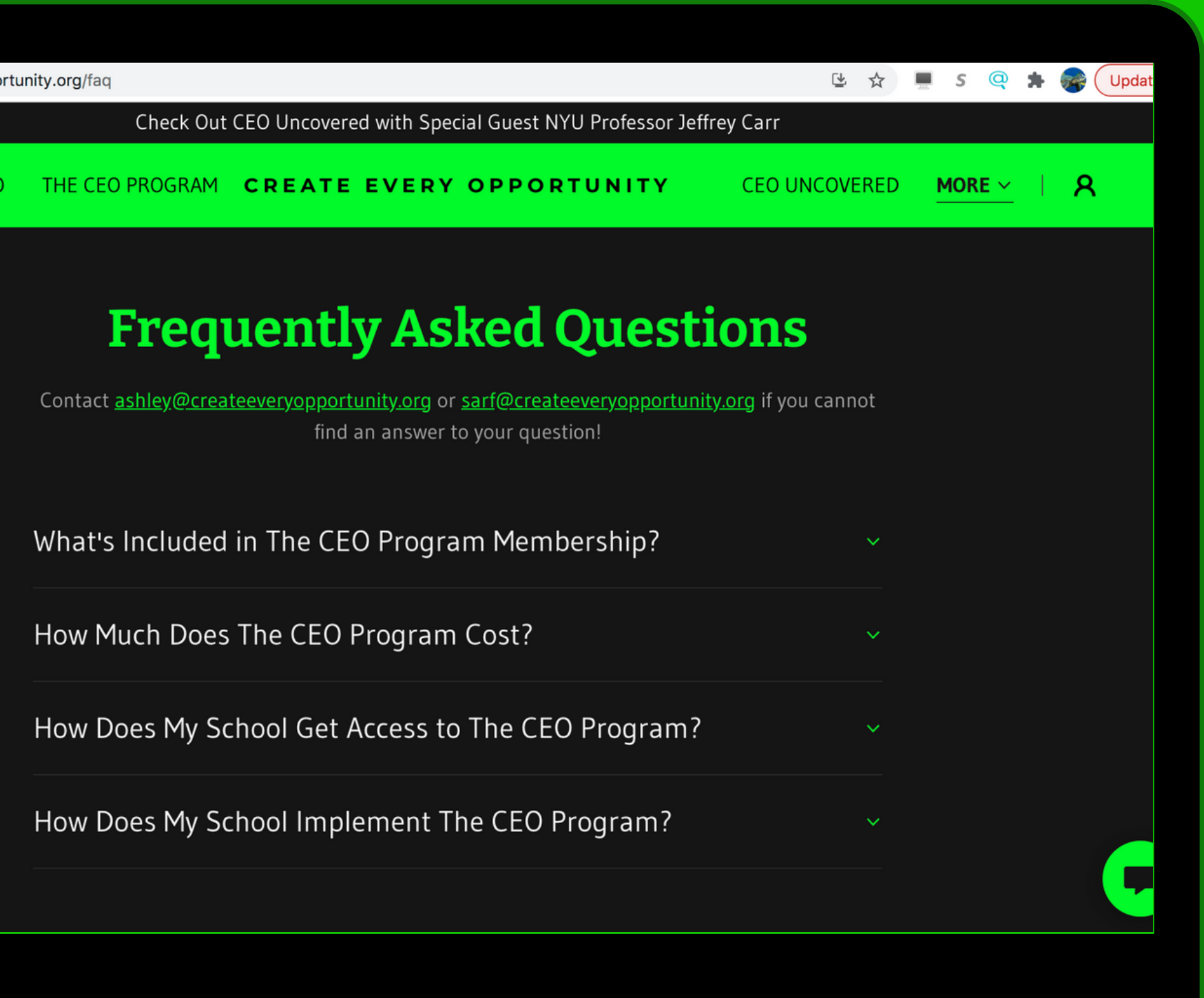
# The CEO Program

## Sample Curriculum

| Topics in The CEO Program  | Monday                             | Tuesday                              | Wednesday                      | Thursday                     | Friday                   |
|--|------------------------------------|--------------------------------------|--------------------------------|------------------------------|--------------------------|
| Week 1 - Financial Literacy - Earning Income                         | Jobs vs. Careers                   | Income and Taxes                     | Managing Income                | Earning Money                | Investing in Yourself    |
| Week 2 - Financial Literacy - Buying Goods and Services              | Advertising                        | Consumer Awareness                   | Identity                       | Researching                  | Frauds and Scams         |
| Week 3 - Financial Literacy - Saving                                 | Budgeting                          | Charitable Giving                    | Avoiding Financial Pitfalls    | Money Decisions              | Fraud                    |
| Week 4 - Financial Literacy - Credit                                 | Credit Cards                       | Loans and Inflation                  | Debt and Interest              | Lending                      | Financial Responsibility |
| Week 5 - Financial Literacy - Investing and Saving                   | Raising Money                      | Saving Money                         | Investments                    | Stocks and Crypto            | Buy, Sell, Hold          |
| Week 6 - Financial Literacy - Insurance, Future and Protections      | Living on Your Own                 | Consumer Privacy                     | Cost of College                | Insurance Types              | Banking Partner          |
| Week 7 - Entrepreneurship - Entrepreneurial Processes                | Discovery                          | Concept Development                  | Resourcing                     | Actualization                | Harvesting               |
| Week 8 - Entrepreneurship - Entrepreneurial Traits/Behaviors         | Leadership                         | Personal Assessment                  | Personal Management            | Ready Skills                 | Controlling              |
| Week 9 - Entrepreneurship - Business Foundations                     | Business Concepts                  | Business Activities                  | Young Entrepreneurship         | How to Write a Business Plan | Relationships            |
| Week 10 - Entrepreneurship - Communications and Interpersonal Skills | Fundamentals                       | Staff Communication                  | Codes and Ethics               | Conflict and Resolution      | Group Work Relationships |
| Week 11 - Entrepreneurship - Digital Skills                          | Computer Basics                    | Applications                         | Email Skills                   | Social Media                 | Privacy                  |
| Week 12 - Entrepreneurship - Economics                               | Basic Concepts                     | Cost and Profit Relationships        | Economic Indicators and Trends | Economic Systems             | International Business   |
| Week 13 - Entrepreneurship - Business Financial Literacy             | Money Basics                       | Financial Services                   | Money Management               | Taxes                        | Professionalism          |
| Week 14 - Entrepreneurship - Professional Development                | Career Planning                    | Job Seeking                          | Time Management                | Mental Health                | Decision Making          |
| Week 15 - Entrepreneurship - Financial Management                    | Accounting                         | Finance                              | Debit Card vs Credit Card      | Banking                      | Networking               |
| Week 16 - Entrepreneurship - Human Resource                          | Organizing                         | Staffing                             | Training and Development       | Motivation                   | Assessment               |
| Week 17 - Entrepreneurship - Information Management                  | Record Keeping                     | Technology                           | Information Acquisition        | Business Risks               | Legal Considerations     |
| Week 18 - Entrepreneurship - Marketing                               | Product Creation                   | Marketing Management                 | Promotion                      | Pricing                      | Selling                  |
| Week 19 - Entrepreneurship - Operations                              | Business Systems                   | Channel Management                   | Purchasing/Procurement         | Daily Operations             | Planning                 |
| Week 20 - Common Sense Knowledge - Media Balance and Well Being      | Screen Time                        | Social Media Positives and Negatives | Digital Life                   | Media Balance                | Media Literacy           |
| Week 21 - Common Sense Knowledge - Privacy and Security              | Online Safety                      | Government and Privacy               | Risk and Technology            | Protect Your Privacy         | Clickbait and Data       |
| Week 22 - Common Sense Knowledge - Relationships and Communication   | Digital Audiences                  | Healthy Relationships                | Pause and Think                | Filtering                    | Communications           |
| Week 23 - Common Sense Knowledge - Business Basics                   | Types of Businesses and Components | Management Basics                    | Leadership Skills              | Explorations                 | Goal Setting             |

We work and curate our program with every school to make sure they have the best curriculum and all of the resources they need to be successful!

# CEO FAQ



## How Much Does The CEO Program Cost?

The annual membership varies depending on school district location and program implementation, but all memberships provides unlimited access to all lessons and new lessons as they launch. The CEO Program is fee-based by school, not individual student and provide continued access to program materials, enhancements, and the professional learning community - ask us about funding and grant options for your school!

## How Does My School Implement The CEO Program?

You can implement our lessons, activities and teacher tools as a resource or curriculum for a current business/financial literacy course at your school. You can also offer The CEO Program as an after school club or program. Your school and students still get access to our numerous competitions, scholarships, grants and other resources no matter how you implement our program.

## What's Included in The CEO Program Membership?

Membership includes access to an incredible catalog of 150+ classes and lessons taught by the world's best on entrepreneurship skills, financial literacy, general business and common sense knowledge. Our goal is to help you support students by providing authentic, collaborative, entrepreneurship and financial literacy experiences. Also included:

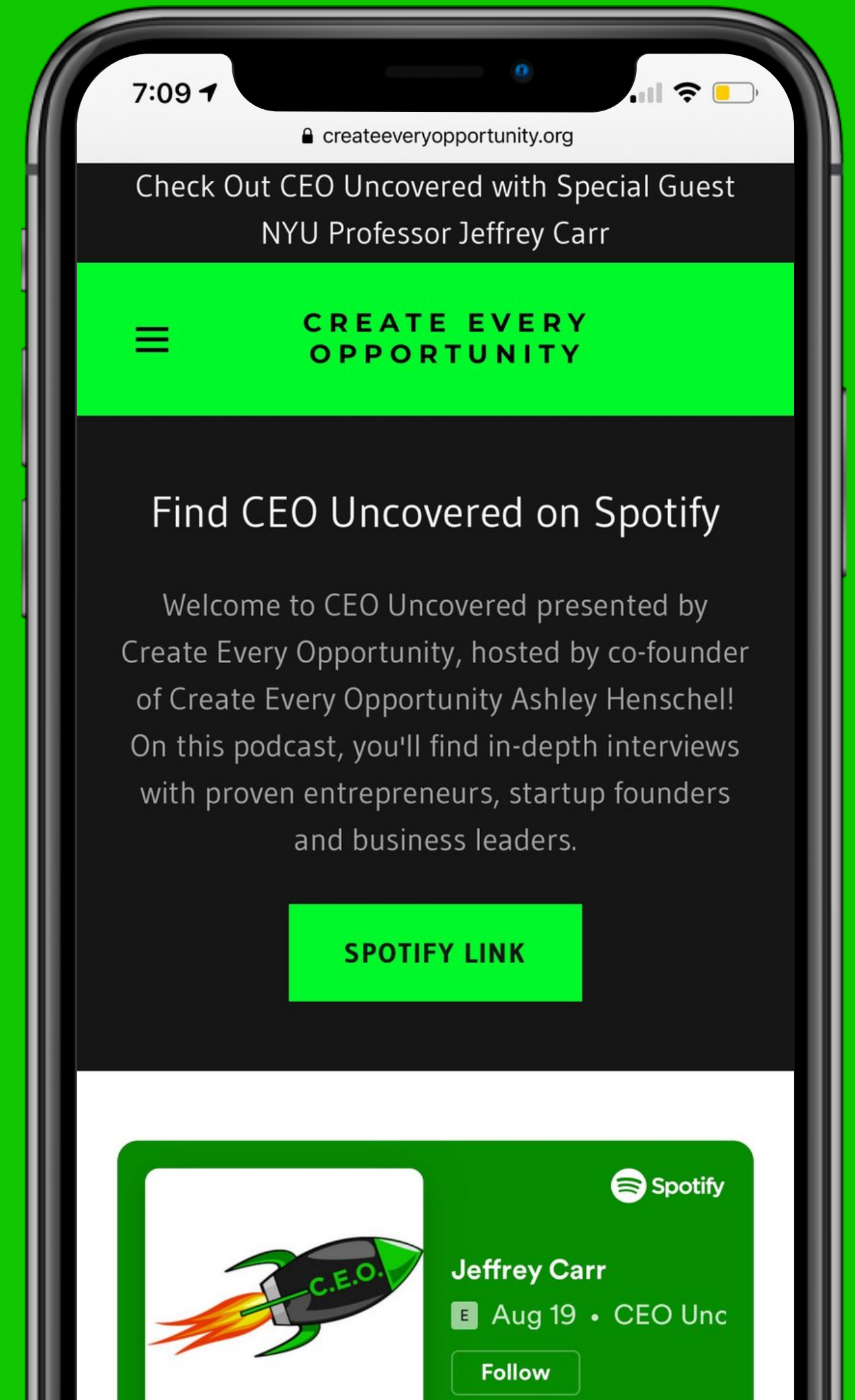
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# CHECK OUT OUR PODCAST

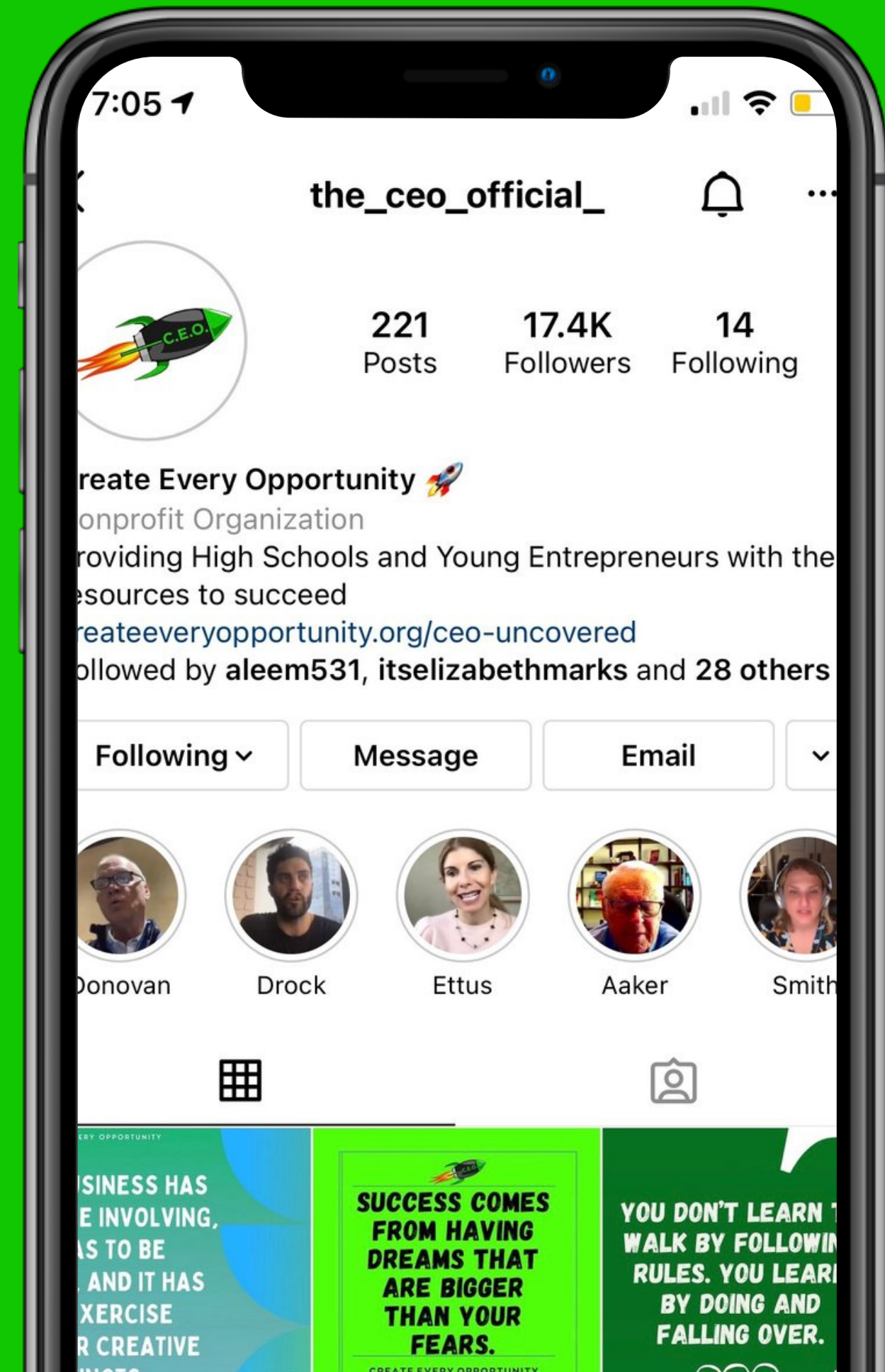
Spotify and Apple Music  
CEO Uncovered

Check out the podcast and more at [www.createeveryopportunity.org](http://www.createeveryopportunity.org)

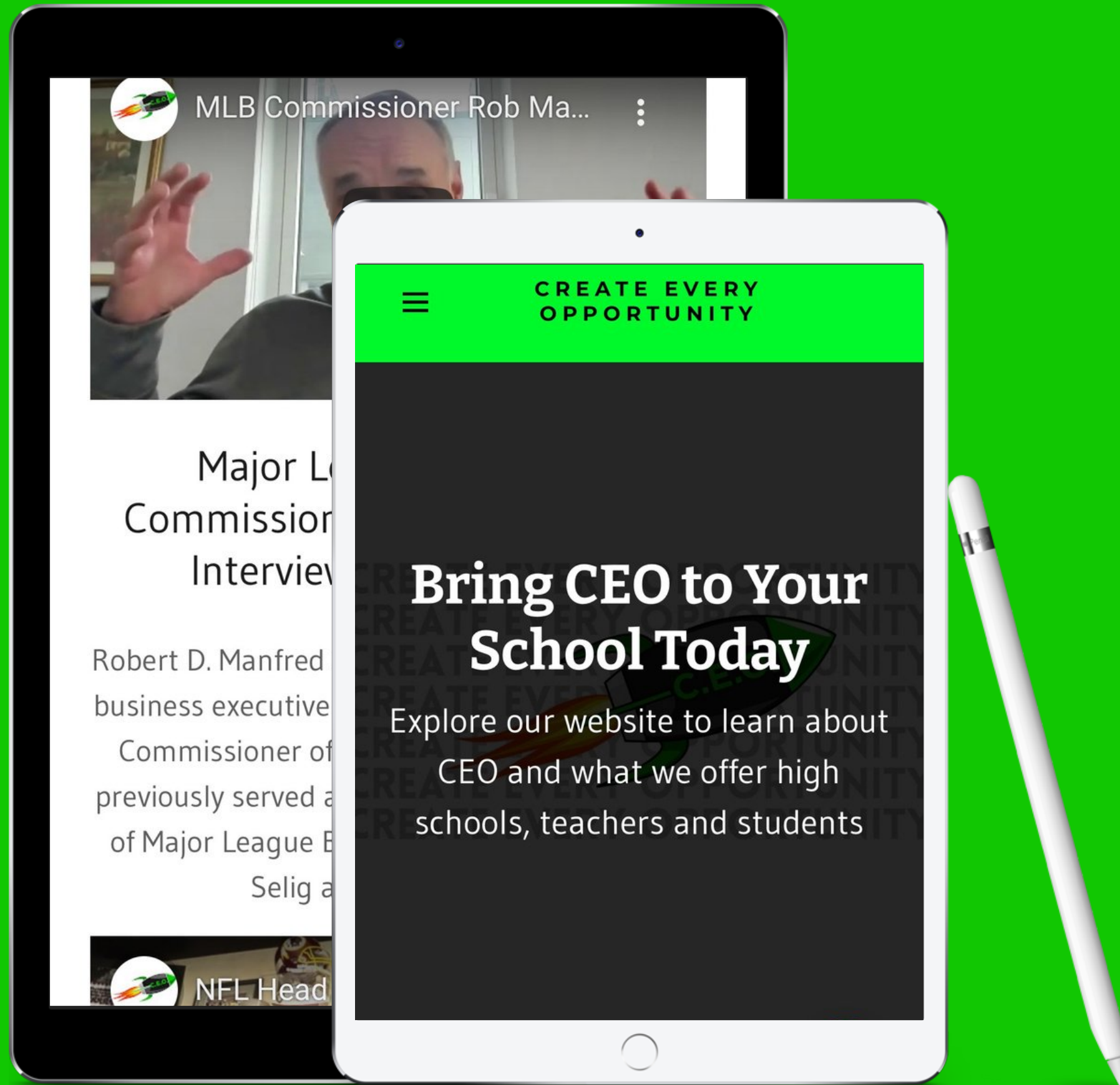


# FOLLOW CEO ON SOCIAL MEDIA

Instagram:  
@The\_CEO\_Official\_







CONTACT THE  
FOUNDING TEAM  
TO SIGN UP  
TODAY!

Website

[www.createeveryopportunity.org](http://www.createeveryopportunity.org)

Chief Executive Officer

Zachary Sarf

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President

Ashley Henschel

[Ashley@createeveryopportunity.org](mailto:Ashley@createeveryopportunity.org)

# THE CREATE EVERY OPPORTUNITY STORY

Create Every Opportunity (CEO) was founded by two young entrepreneurs, Zachary Sarf (23) and Ashley Henschel (23) whom both graduated from Michigan State University. Founder Zachary Sarf was inspired to start CEO because of his passion for helping other people. After finding out about America's financial literacy problem, he knew he had to create a solution to help younger generations from falling into the trap.

Zachary himself is a born businessman, having started his first business, FlipFlop, when he was a sophomore at Michigan State University. He founded CEO with the help of President and Co-Founder Ashley Henschel. Grounded in a mission to help others climb the pinnacles of triumph, Ashley Henschel helped create a program and a platform that promotes tenacity and celebrates excellence. And because there is a need to foster an environment that assists people in climbing the summits of success in this dog-eat-dog world, Ashley thought it best to become a catalyst for change in such a cutthroat industry.

Ashley and Zachary have the same mission - to teach all students the basics of financial literacy while showing them how to apply the same principles to their businesses. CEO is better defined by the number of business magnates and financially literate individuals that we produced - we envision a financially inclusive world where people from all ages and backgrounds can hold the power to improve their lives through the world of entrepreneurship.





# WHAT PEOPLE SAY ABOUT CEO



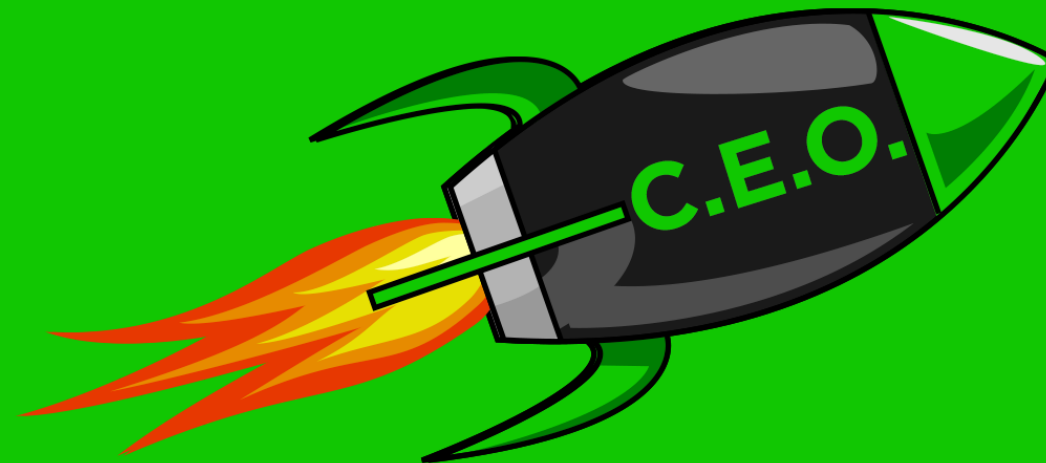
"Founder and Managing Director of the company, Zachary Sarf established [CEO] because he wanted to push what he called "common sense knowledge." It has become such a coveted form of wisdom that he had to establish his own company to push it back into the world". - Yahoo Finance

"But the brilliance of this educational organization lies beyond money-making pursuits. As the problem of financial illiteracy continues to increase in numbers, Ashley helped establish Create Every Opportunity in order to address this alarming gap. Hence, this after school program was not only created to become a breeding ground for business moguls, but it was also built to prepare young individuals in the future by equipping them with the basics of financial literacy and management" - The LA Wire

"The student-participants, to apply their entrepreneurial knowledge, can start banking on their business ideas with the company's support. Connecting with mentors and other experts in the field, they can use the company's extensive network of well-known business owners. For students to understand how to start with their business ventures, they can schedule counseling sessions with the company's in-house entrepreneurial specialists. " - The NY Weekly

# VISIT

[WWW.CREATEEVERYOPPORTUNITY.ORG](http://WWW.CREATEEVERYOPPORTUNITY.ORG)



CONTACT [ASHLEY@CREATEEVERYOPPORTUNITY.ORG](mailto:ASHLEY@CREATEEVERYOPPORTUNITY.ORG) TO SET UP A DISCOVERY CALL